

Taste Company Eyes PE Funding

Our Bureau



Hyderabad: The Taste Company, a two-year-old Indian instant foods startup by the Way2SMS founder Raju Vanapala, has emerged the first Indian ready-to-eat foods firm to enter the non-veg products segment on Monday ahead of the festive season.

Having invested over \$3 million

(around ₹22 crore) on infrastructure and research and development with a modern production facility with dehydration and freeze-drying technology involving 2 million meal boxes a month, the startup is reviving talks with private equity investors.

Raju told ET that the company is valued at around \$75 million and would look at raising around \$15 million through dilution of minority equity stake.